

1      Abstract of the Disclosure

2                    A system and method for interactively affecting the course of a program or  
3    programming content. Viewer purchase electronic tokens which can be used to vote on  
4    the sequence of content in a broadcast whether it be audio, video or a combination  
5    thereof. Users are periodically polled by a server to vote on the direction that a broadcast  
6    is taking. The broadcast is then modified with real-time or stored content based upon the  
7    polling results from the viewers. Thus communities of voters have a chance to vote on  
8    the direction of content. The invention also allows sub-communities to be formed to pre-  
9    vote on a broadcast so that the sub-community can possible vote as a bloc on the  
10   direction and content of programming that is presented.

11  
12

CONFIDENTIAL